



City of Tempe Police Department Crime Analysis Unit



2006 Tempe Police Department Citizen Survey

INTRODUCTION

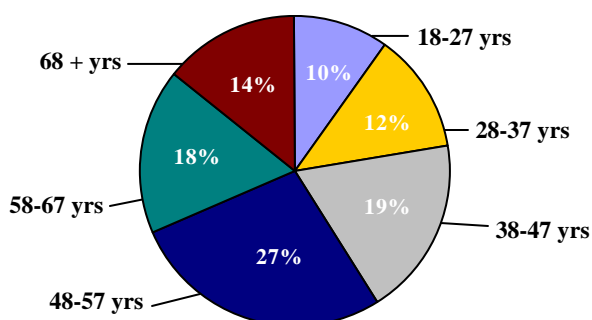
The Tempe Police Department Citizen Survey is a survey of randomly selected Tempe residents. With help from Arizona State University student volunteers, the telephone survey has been conducted annually since 1994. A mail and web-based survey were added this year to reach a more diverse sample of Tempe residents, including those who do not have a landline telephone. The Tempe Police Department Citizen Survey has been designed to assess the experiences and attitudes of the citizens of Tempe as they relate to police concerns including such issues as satisfaction with the Tempe Police Department, victimization and fear of crime, traffic safety, quality of life, community involvement and general crime concerns.

The data collection period for the mail and web survey commenced the beginning of October 2006. One thousand mail surveys and 1,000 postcards were sent to each of the 4 Tempe zip codes. The postcards directed residents to a website where they could complete the survey. Of the 4,000 mail surveys that were sent out, 991 eligible citizens (i.e., they had lived in Tempe for 6 months or more and they were 18 or older) responded (a response rate of 24.8%). Of the 4,000 postcards that were sent out, 284 eligible citizens responded (a response rate of 7.1%). The telephone data collection occurred from October 23 - November 4, 2006. Approximately four thousand phone calls were made to City of Tempe residents. Of the 2,034 citizens contacted, 657 eligible citizens agreed to complete the survey (a response rate of 32.3%). In order to accommodate the City of Tempe residents who only speak or read Spanish, the survey was translated into Spanish. Native Spanish speaking volunteers administered the translated survey over the phone. There were also Spanish versions of the web and mail survey. Overall, there were 16 completed Spanish surveys accounting for 0.8% of the total number of completed surveys. Of the 16 completed Spanish surveys, one was a web survey, 4 were by telephone and 11 were by mail. The following analysis of the Citizen Survey results combines the responses from all three survey methods.

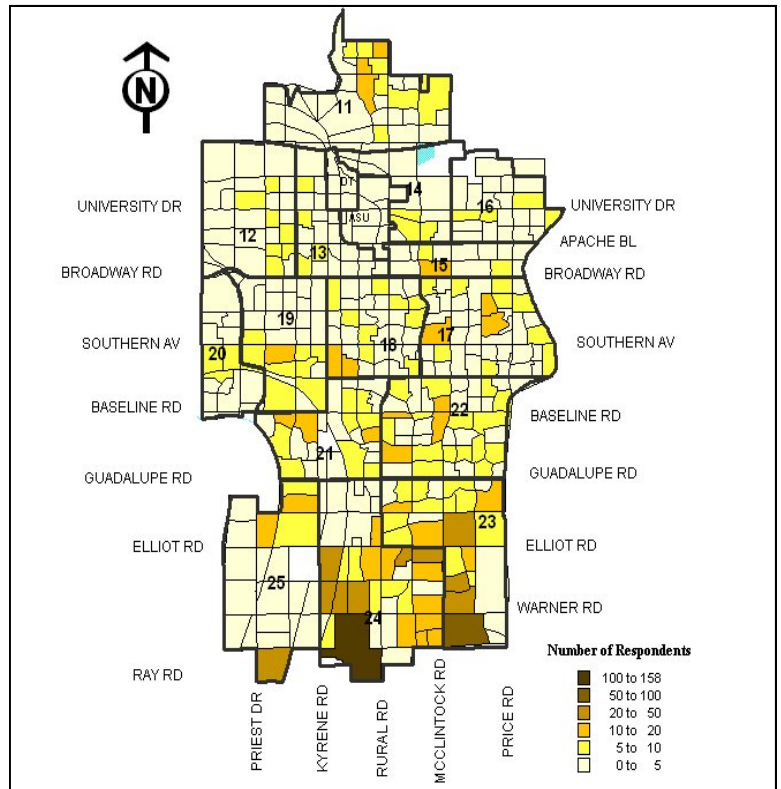
DEMOGRAPHIC CHARACTERISTICS

Fifty-four percent of the survey respondents were women, 81% owned their home, 28% had children under the age of 18 living in their home, and 36% worked in Tempe. The largest portion of respondents were between 48 and 57 years of age, and the average age of the citizens surveyed was fifty (see the survey age distribution chart below). Although the average length of time that the survey respondents had lived in Tempe was 17 years, the mode (i.e., the most frequent response that survey respondents gave) was ten years. The median time (the value above and below which half the cases fall) respondents resided in Tempe was 14 years. The majority (82.9%) of the survey

AGE OF SURVEY RESPONDENTS



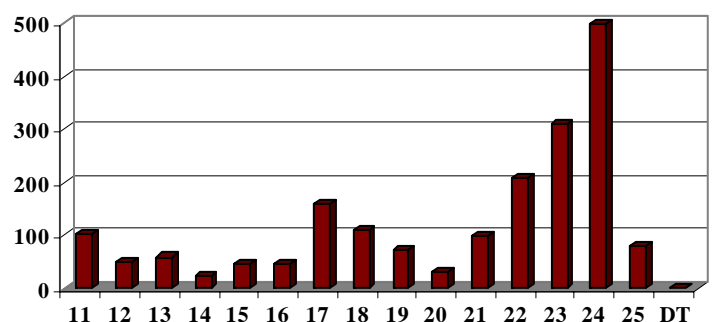
THEMATIC MAP OF CITIZEN SURVEY RESPONDENTS



respondents were Caucasian, whereas 9.5% were of Hispanic or Latino origin, 1.7% were Asian, 2% were Black, 1.7% were Native American, 0.8% were Middle Eastern and 1.6% classified themselves as Other. The remainder of the survey respondents chose not to answer the question about their ethnicity. Only 11% of survey respondents reported being a student at a university, college or vocational school.

GEOGRAPHIC CHARACTERISTICS

Each of the sixteen Tempe Police Department beats were represented by survey respondents. However, some beats were represented to a greater or lesser degree than others (see graph below). The police department uses Broadway road to divide Tempe into north and south segments. As seen in the map above, the highest concentration of respondents was in south Tempe (82% of survey respondents lived in south Tempe). There are several probable reasons for this. South Tempe tends to be more residential, whereas north Tempe tends to be more industrial. Additionally, the 2000 U.S. Census data indicated the largest area of population growth in Tempe has been in the south.



SATISFACTION WITH POLICE

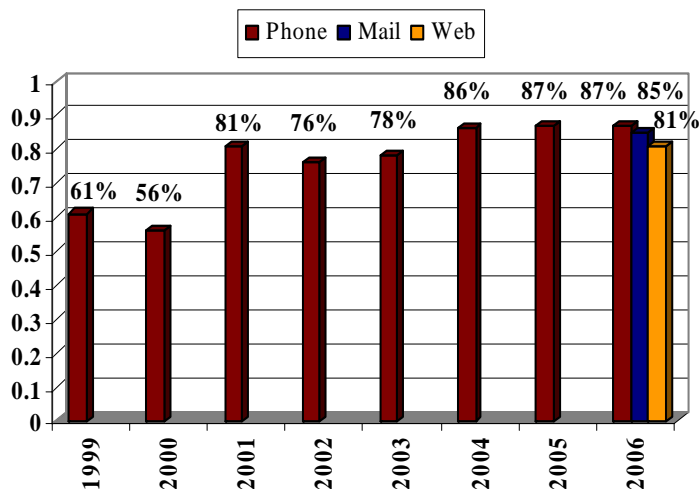
Seventy-eight percent of all respondents reported having had contact with a Tempe Police officer. The top three reasons for their most recent contact included:

1. The citizen was a victim of a crime (34%)
2. The citizen called regarding an incident where they were not the victim, e.g. suspicious activity at a neighbor's home (9%)
3. A friendly meeting not related to any specific police matter (9%)

When asked to grade the officer(s) with whom they came into contact with regard to their professionalism, responsiveness, helpfulness, and respect, the majority of citizens gave the officer(s) an "A" (an average of 67% of all citizens gave the officer(s) an A across the four questions). Seventy-one percent of the respondents said that the Tempe Police Department fairly enforces the law "some", "most", or "all" of the time and 64% said that the Tempe Police Department responds to citizens on an equal basis "some", "most", or "all" of the time.

A majority (51%) of phone respondents said the amount of police patrol in their neighborhood meets or exceeds their expectations. This compares with 39% of mail and web respondents. Differences in responses across survey methods are common. The mail and web surveys allow respondents more time to deliberate when answering questions compared with the phone survey. There is also a greater sense of anonymity compared with having a telephone interviewer call. Re-

CITIZEN RATING OF THE QUALITY OF SERVICE PROVIDED



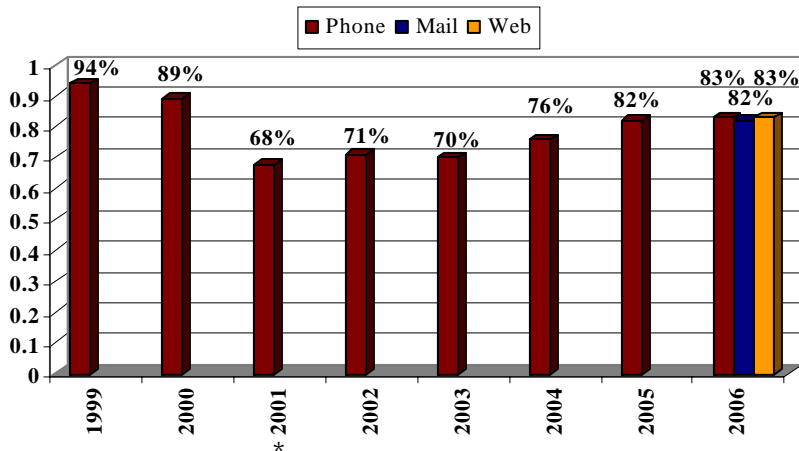
sults may vary across telephone interviewers as well. Overall, 42% of all respondents said that the amount of police patrol in their neighborhood meets or exceeds their expectations. Finally, 85% of respondents rated the quality of service provided by the Tempe Police Department as high or very high.

QUALITY OF LIFE

The majority of all respondents rated the safety of their neighborhoods as safe or very safe (82%), felt that the likelihood of their home/property being damaged/burglarized was low or very low (53%), and felt that the likelihood of becoming a victim of a crime while walking in their neighborhood alone at night was low or very low (70%). Additionally, the overwhelming majority of respondents said that they knew their neighbors well or somewhat well (89%) and said that the likelihood of getting help from a neighbor if they had a problem was somewhat likely or very likely (91%). Citizens were also asked several questions regarding the characteristics of their neighborhood that were rated on a rating scale ranging from 1 to 10, where 1 = "not at all like your neighborhood" and 10 = "very like your neighborhood" (see the chart on page 3 for the average rating). As can be seen from the chart, the average ratings of the negative neighborhood characteristics were quite low across all 3 survey methods.

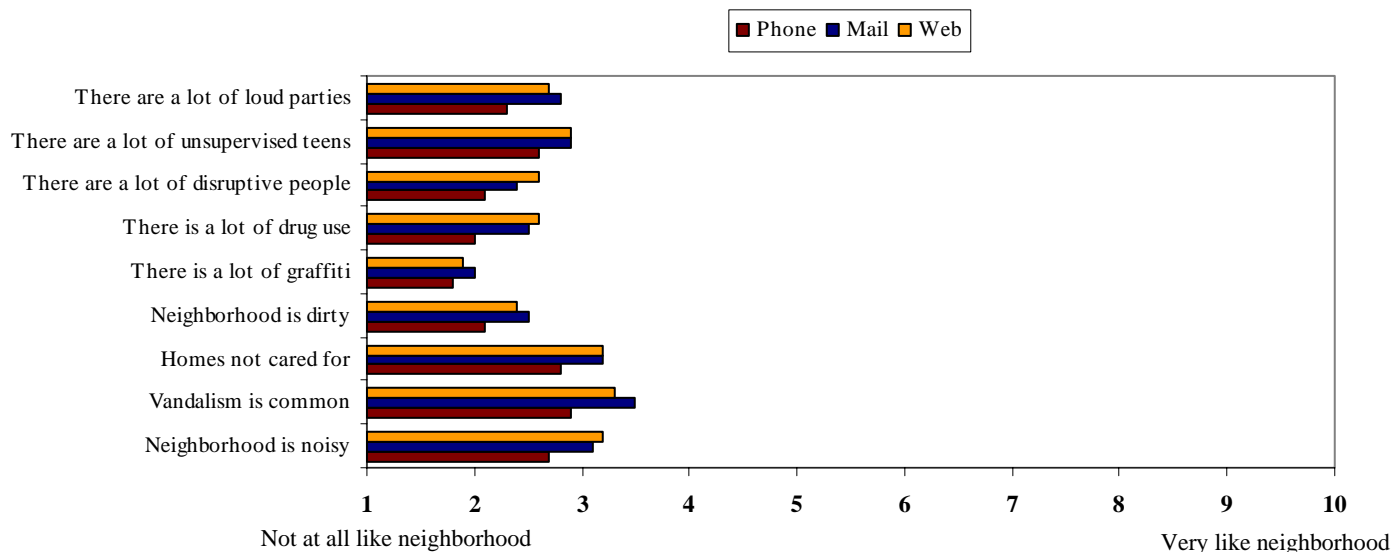
In this year's survey, the largest portion of respondents that specified a crime issue with their neighborhood indicated that theft or burglary was their number one concern. Other neighborhood crime concerns listed by a large portion of respondents included auto theft, vandalism, use of drugs and alcohol (e.g., drinking and driving and underage drinking), and issues related to traffic (e.g., people speeding through the neighborhood). The remainder of neighborhood concerns included such issues as violent crime, property damage, loud noise and parties, unsupervised juveniles, and transients. When asked who they felt was most responsible for solving their neighborhood concerns, the police, the community, or themselves, the largest portion of respondents indicated that the matter would be best solved by all three — the police, the community and themselves. The second largest portion of respondents thought the community was most responsible for solving their neighborhood concerns.

CITIZEN RATING OF THE SAFETY OF THEIR NEIGHBORHOOD AS SAFE OR VERY SAFE: 1999 - 2006



* The 2001 Citizen Survey was conducted in October 2001, immediately following the events of September 11, 2001.

AVERAGE RATING OF NEIGHBORHOOD ISSUES BY CITIZENS



VICTIMIZATION AND FEAR OF CRIME

Whereas 60% of all respondents reported ever being a victim of a crime, 47% of all respondents reported ever being a victim of a crime in Tempe. This is a decrease from the 2005 survey where 54% of citizens reported ever being a victim of a crime in Tempe. When we look at the survey method, 46% of the phone and mail respondents reported ever being a victim of a crime in Tempe, compared with 50% of the web respondents.

In this year's survey, the majority of respondents in all 3 survey methods that indicated that they had been victimized in Tempe reported that they had been the victim of theft or a burglary (56% overall). The next most frequent response from all 3 survey methods was property damage.

With respect to persons crimes versus property crimes, 87% of respondents who had been the victim of a crime in Tempe indicated that they had been the victim of a property crime. In comparison, 11% of respondents who had been the victim of a crime in Tempe indicated that they had been the victim of a persons crime. The remaining respondents either did not want to state the nature of the crime or it could not be established whether the crime they stated

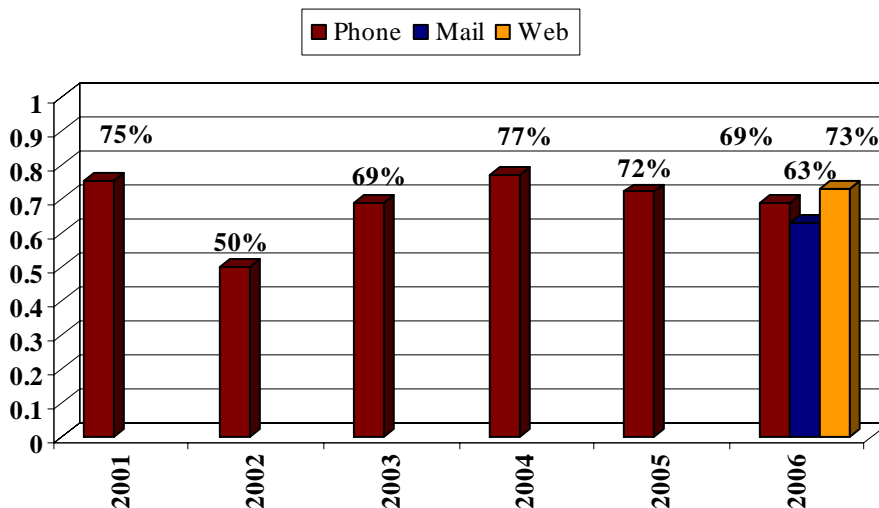
was a persons or property crime. The most commonly reported property crime was theft and the most commonly reported persons crime was robbery.

Twelve percent of respondents that had been a victim of a crime in Tempe had not reported the crime to the police. The largest proportion of these citizens indicated that they felt it was too minor an issue to be reported.

Only 31% of respondents indicated that the amount of crime in Tempe was serious or very serious. Mail respondents were more likely to think the amount of crime in Tempe was serious or very serious (36%) compared with web (28%) and phone (25%) respondents. Moreover, 72% of all respondents stated that they had a low or very low fear of being the victim of a crime in Tempe. See the chart below for the changes in the survey respondents' ratings of fear of being the victim of a crime in Tempe across the years, and across the methods for 2006.

Only 19% of citizens indicated that they had not gone somewhere in Tempe because they thought it would be unsafe. Twenty-five per-

CITIZEN RATING OF THE FEAR OF BEING A VICTIM OF A CRIME IN TEMPE AS LOW OR VERY LOW: 2001 - 2006



cent of web respondents said they had not gone somewhere in Tempe because they thought it would be unsafe compared with 19% of mail respondents and 15% of phone respondents. Forty-seven percent of citizens thought there were unsafe areas in the city. This is an increase from last year when 37% of citizens thought there were unsafe areas in the city. Fifty-four percent of web respondents thought there were unsafe areas in Tempe compared with 46% of phone respondents and 45% of mail respondents.

The top unsafe areas as indicated by respondents regardless of the

survey method included Apache Blvd and the area in and around Arizona State University. Respondents also thought north Tempe was unsafe. Of all the areas specified as unsafe, 64% were north of Broadway Rd. The Arizona Mills Mall area was also considered unsafe. The mail and web survey were conducted before and after Arizona Mills Mall instituted a curfew on October 20, 2006, requiring people under the age of 18 to be accompanied in the mall by an adult after 6 p.m. on Fridays and Saturdays. The phone survey was conducted after the curfew took effect. It will be interesting to see if the Arizona Mills Mall area will still be considered unsafe in the future.

TRAFFIC SAFETY

Regardless of the survey method, a majority of respondents were supportive of photo radar speed enforcement and red light photo enforcement. Seventy-one percent of survey respondents indicated that they thought that photo radar enforcement was an effective method of reducing traffic accidents. Red light photo enforcement was more popular as 84% of respondents felt that red light photo enforcement was an effective method of reducing traffic accidents. Only 15% of survey respondents reported that they have ever received a traffic ticket in Tempe that was the result of photo radar or red light photo enforcement. Interestingly, the majority of those respondents who had received a traffic ticket that was the result of photo radar or red light photo enforcement indicated that they thought that photo radar and red light photo enforcement was effective in reducing traffic accidents in Tempe.

LOUD PARTIES

Fifty-nine percent of all survey respondents indicated that they were aware of Tempe's loud party ordinance and 54% of these citizens indicated that they thought the enforcement of the loud party ordinance was effective in reducing loud parties. Interestingly, a majority of phone (60%) and mail (54%) respondents thought the loud party ordinance was effective in reducing loud parties compared with 45% of web survey respondents.

Forty-eight percent of the citizens who were aware of the loud party ordinance stated that they would like to see even more enforcement of the loud party ordinance in Tempe. Although a majority of phone and mail respondents were aware of the ordinance and thought it was effective in reducing loud parties, only 45% wanted more enforcement of the ordinance, compared with 52% of web respondents.

ALARMS

Many residential developments are being established throughout Tempe that include security systems. A question asking whether the respondent was aware of Tempe's Alarms Ordinance was included this year. Only 31% of all respondents indicated that they were aware of the Alarms Ordinance.

COMMUNITY INVOLVEMENT

Thirty-three percent of survey respondents indicated that they were members of a neighborhood organization (e.g., neighborhood block watch). However, only 29% of survey respondents who were not currently a member of any neighborhood organization expressed an interest in joining one in the future.

Of the 1,932 citizens surveyed, only 24% of them were aware that the Tempe police department has a civilian review mechanism to review complaints against Tempe police officers.

GENERAL CITIZEN CONCERNS

When citizens were asked what was the most important crime concern in Tempe, the largest portion of respondents who replied (31%) stated that burglary and theft were the most important crime concerns. This is consistent with the 2005 citizen survey, where 46% of survey respondents stated their paramount crime concern in Tempe was theft and burglary. Other crime concerns listed by a large portion of respondents included issues related to violent crime (21%), such as murder, robbery or sexual assault; drugs or alcohol (12%), such as drunk driving or underage drinking; auto theft (11%); and, traffic related issues (5%). Twenty-two percent of survey respondents could not think of a single crime concern in Tempe.

Survey respondents were also given the opportunity to list any additional comments they had that were not addressed in the survey. The largest portion of respondents who had additional comments took the time to compliment the Tempe Police Department on doing a "great job." The second largest portion of respondents with additional comments were concerned about traffic issues, such as speeding and red light running. Others wanted more speed bumps or more enforcement of traffic laws in their neighborhoods.



This report and additional statistics are available on the internet at <http://www.tempe.gov/cau>

For questions or comments about this report contact Theresa Wong (theresa_wong@tempe.gov)



2006 Tempe Police Department Citizen Survey

North Tempe Summary



INTRODUCTION

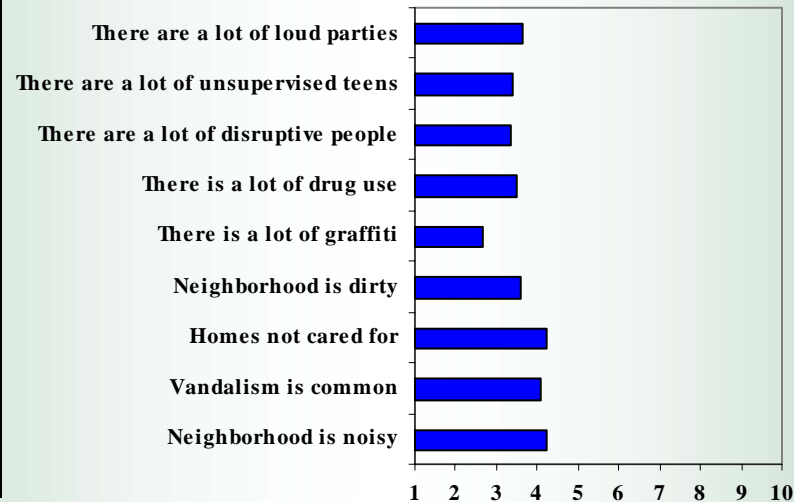
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CHARACTERISTICS OF NORTH TEMPE RESPONDENTS

- 58% Female
 - 33% Work in Tempe
 - 58% Own Their Home
 - Median Age = 44 years
 - 19% Are College Students
 - Average Time Living in Tempe = 15 years
 - 19% Have children under 18 living with them
 - 49% Have a Bachelors Degree or Higher Degree
 - 76% Caucasian, 11% Hispanic or Latino Origin, 3% Black, 1% Native American, 2% Asian, and 4% Other*
- * The remainder refused to answer the ethnicity question

Figure 1. Average Ratings of Neighborhood Characteristics



SUMMARY OF RESPONSES

Quality of Life: The majority of respondents (82%) indicated that they knew their neighbors somewhat or very well and 87% thought they could get help from a neighbor if a problem arose. Citizens also rated their neighborhood on several characteristics using a scale from 1 (not at all like my neighborhood) to 10 (a lot like my neighborhood) (see Figure 1).

Satisfaction with TPD: Overall, 85% of all Tempe respondents rated the quality of service provided by the Tempe Police Department as high or very high. Seventy-four percent of North Tempe citizens reported having had contact with a TPD officer and the reason most citizens gave for the contact was that the citizen had been the victim of a crime. An average of 64% of North Tempe citizens rated the officer(s) they had contact with an "A" for professionalism, responsiveness, helpfulness, and respect (see Figure 2 for quality of service ratings by beat). Only 46% of respondents said that the amount of police patrol in their neighborhood meets or exceeds their expectations (see Figure 3 for reactions to patrol cars).

Victimization and Fear of Crime: Forty-eight percent of citizens reported ever being a victim of a crime in Tempe. The majority of citizens reported a low or very low likelihood of becoming the victim of a crime while walking alone in their neighborhood at night (see Figure 4 for neighborhood concerns). Forty-six percent of citizens indicated there was a low or very low likelihood of their home/property becoming damaged or burglarized. Additionally, the majority of citizens reported a low or very low fear of becoming a victim of a crime in Tempe (see Figure 5 for fear of being a victim by beat).

Figure 2. Ratings of Quality of Service Provided by the Police Department as High or Very High: North Tempe

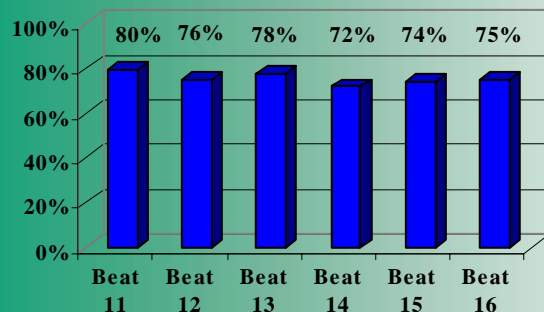


Figure 3. Reactions to Seeing a Patrol Car in the Neighborhood

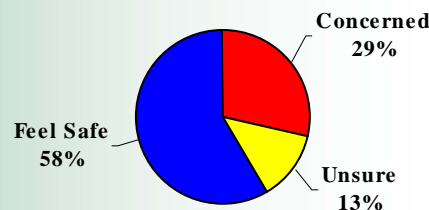


Figure 4. The Most Important Issue Concerning the Neighborhood

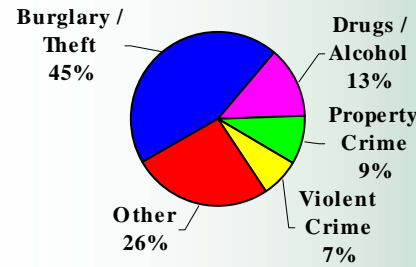
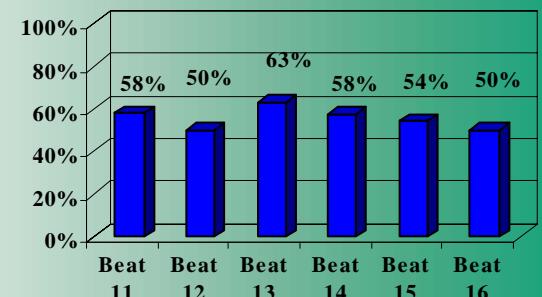


Figure 5. Ratings of Fear of Being a Victim of Crime in Tempe as Low or Very Low: North Tempe





2006 Tempe Police Department Citizen Survey

South Tempe Summary



INTRODUCTION

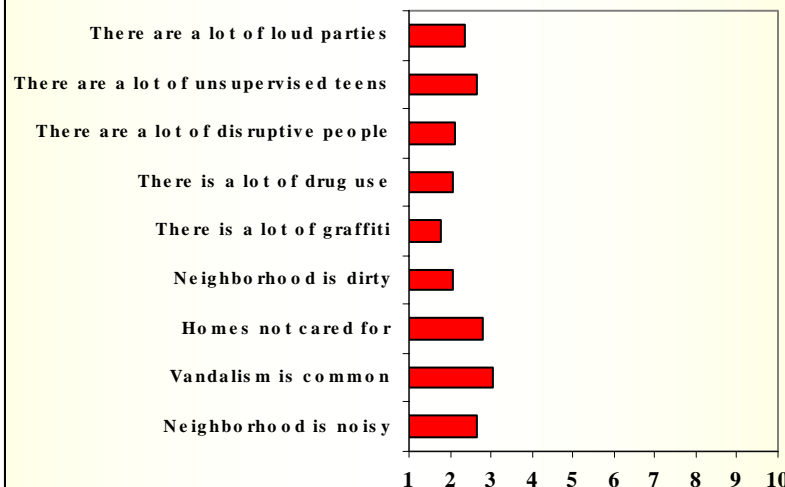
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CHARACTERISTICS OF SOUTH TEMPE RESPONDENTS

- 54% Female
 - 37% Work in Tempe
 - 86% Own Their Home
 - Median Age = 51 years
 - 8% Are College Students
 - Average Time Living in Tempe = 17 years
 - 30% Have children under 18 living with them
 - 64% Have a Bachelors Degree or Higher Degree
 - 85% Caucasian, 7% Hispanic or Latino Origin, 2% Black, 1% Native American, 2% Asian, and 2% Other*
- * The remainder refused to answer the ethnicity question

Figure 1. Average Ratings of Neighborhood Characteristics



SUMMARY OF RESPONSES

Quality of Life: The majority of respondents (90%) indicated that they knew their neighbors somewhat or very well and 92% thought they could get help from a neighbor if a problem arose. Citizens also rated their neighborhood on several characteristics using a scale from 1 (not at all like my neighborhood) to 10 (a lot like my neighborhood) (see Figure 1).

Satisfaction with TPD: Overall, 85% of all Tempe respondents rated the quality of service provided by the Tempe Police Department as high or very high.

Seventy-nine percent of South Tempe citizens reported having had contact with a TPD officer and the reason most citizens gave for the contact was that the citizen had been the victim of a crime. An average of 69% of South Tempe citizens rated the officer(s) they had contact with an "A" for professionalism, responsiveness, helpfulness, and respect (see Figure 2 for quality of service ratings by beat). Only 43% of respondents said that the amount of police patrol in their neighborhood meets or exceeds their expectations (see Figure 3 for reactions to patrol cars).

Victimization and Fear of Crime: Forty-six percent of citizens reported ever being a victim of a crime in Tempe. The majority of citizens reported a low or very low likelihood of becoming the victim of a crime while walking alone in their neighborhood at night (see Figure 4 for neighborhood concerns). Similarly, 54% of citizens indicated there was a low or very low likelihood of their home/property becoming damaged or burglarized. Additionally, the majority of citizens reported a low or very low fear of becoming a victim of a crime in Tempe (see Figure 5 for fear of being a victim by beat).

Figure 2. Ratings of Quality of Service Provided by the Police Department as High or Very High: South Tempe

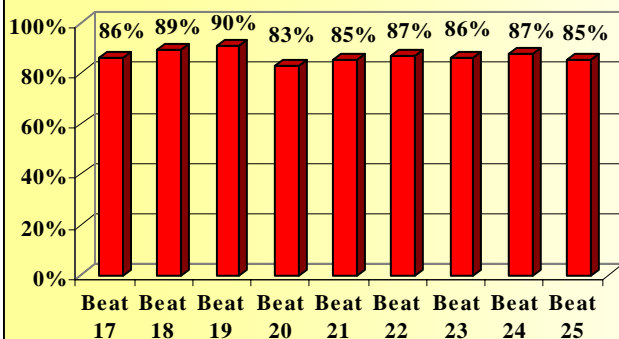


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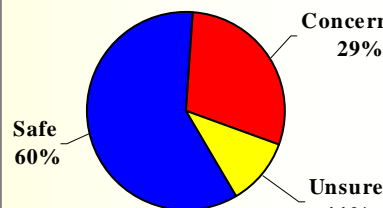


Figure 4. The Most Important Issue Concerning the Neighborhood

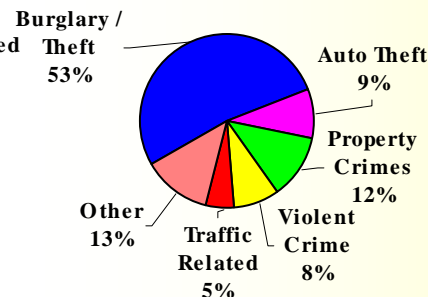


Figure 5. Ratings of Fear of Being Victim of Crime in Tempe as Low or Very Low: South Tempe

